

RANDY YONO

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SUMMARY

Experienced Web Developer proficient in HTML, CSS, JavaScript, React, Node.js, Express, and MongoDB. Specializes in developing dynamic websites and marketing campaigns using CMS platforms such as WordPress, BigCommerce, and CRM systems including Salesforce Marketing Cloud and HubSpot. Skilled at enhancing web usability, boosting client engagement, and improving brand visibility. Ability to collaborate with teams to design, optimize, and implement solutions that drive engagement and increase revenue.

SKILLS

Front-End: HTML, CSS, JavaScript, React JS, jQuery, SASS, Bootstrap, Tailwind CSS, Figma

CMS/CRM: Wordpress, Wix, Bigcommerce, Woocommerce, Hubspot, Salesforce Marketing Cloud, HubL

Back-End: Node Js, Express, Php, Mongo Db, API

EXPERIENCE

Frontend Web Developer

Manpower Group

February 2024 - Present, Milwaukee, Wisconsin, United States

- Developed 7+ HubSpot landing pages and micro-sites, enhancing user experience through pixel-perfect responsive design.
- Engineered 10+ custom HubL modules, reducing page load times by 25% and facilitating content management for non-technical team members.
- Collaborated with 4 international teams to enhance navigation and UX of HubSpot pages through responsive design and custom features.
- Implemented a content staging workflow in HubSpot CMS, reducing development time by 50% and ensuring seamless site updates without live disruptions.
- Rapidly resolved critical form issues under tight deadlines, ensuring successful launches through strategic debugging and custom HubL solutions.

Front End Developer

Cabinetworks Group

November 2022 - May 2023, Ann Arbor, Michigan

- Designed and developed WordPress and BigCommerce sites, boosting online visibility and engagement by 40% across 26 distinct sites after stepping in as lead developer.
- Implemented custom HTML, CSS, Javascript and PHP code enhancements, improving page load times by 15% and ensuring robust site functionality.
- Led feature upgrades and code audits, significantly elevating site usability and user engagement.
- Orchestrated effective email marketing campaigns using Salesforce Marketing Cloud, increasing open and click-through rates; optimized email processes by developing a library of reusable components.
- Managed 12-14 marketing campaigns, utilizing Google Analytics for data-driven strategy refinement and A/B testing to enhance campaign performance.

Email Marketing Specialist

Direct Mortgage Lending

July 2022 - November 2022, Bingham Farms, Michigan

- Developed email campaigns from scratch using HTML tables and CSS.
- Supported the full campaign lifecycle as necessary, including designing, testing, and optimizing email content.
- Used Hubspot CRM to run effective email campaigns and personalize emails to clients for better engagement.
- Created and distributed surveys for data collection and analysis, resulting in a 20% increase in customer satisfaction.

Full Stack Web Developer

Alpha1Sales

December 2020 - May 2022, Madison Heights

- Developed a custom e-commerce website for Alpha-1 Sales using Next.js, React, Express, and MongoDB, replacing their Wix site and tailoring it to their unique business needs.
- Integrated the website with the company's POS system via a custom API, ensuring real-time data accuracy and collaborating with clients to understand their product preferences.
- Managed post-launch enhancements, including design and listings, resulting in a 30% traffic increase, and built secure, role-specific website sections for owners and users.
- Utilized front-end and back-end technologies to create a robust, scalable, and user-centric platform that significantly improved the site's appearance and functionality.

CERTIFICATIONS

Introduction to Front-End Development

META · 2022

- Certificate in Front-End Development from META, mastering in-demand programming skills in HTML, CSS, JavaScript, React, and UI/UX design.
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